

ABSTRACT OF THE DISCLOSURE

5 A detection apparatus includes a tuner tuned to  
the program and a meter coupled to the tuner and arranged to  
detect content ancillary information from the program tuned  
by the tuner. The content ancillary information may be a  
media link, closed captioning information, or the like. The  
meter may also be arranged to extract a broadcast signature  
from the program. A comparator compares the broadcast  
signature to a reference signature selected from a library  
of reference signatures based upon the content ancillary  
information. Broadcast signatures from unknown programs may  
be clustered at least partially on the basis of the content  
ancillary information.